

In the Claims

Please amend Claims 1-10 as follows:

1. (Currently amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

- a. receiving a broadcast with embedded information about the broadcast;
- b. extracting content from said broadcast, for displaying to the viewer;
- c. extracting said embedded information from said broadcast;
- d. storing said embedded information;
- e. sending said embedded information and viewer information to a remote computer; and
- f. receiving specific incentives based on said embedded information and said viewer information sent.

2. (Currently amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

- a. receiving a broadcast with information about the broadcast ~~imbedded~~ embedded into the broadcast at regular time periods, said information including timestamps;
- b. extracting content from said broadcast, for displaying to the viewer;

- c. extracting said embedded information from said broadcast;
- d. incrementing counters for counting time slices during said time periods;
- e. storing said embedded information and said counter values;
- f. sending said embedded information and said counter values and viewer information to a remote computer; and
- g. receiving specific incentives based on said embedded information, ~~and~~ said counter values and said viewer information sent.

3. (Currently amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising

- a. ~~imbedding~~ embedding information about a broadcast along with the broadcast content; and
- b. broadcasting said content with said embedded information to a remote viewer of the content.

4. (Currently amended) The method of Claim 3 further comprising:

- a. receiving information from said viewer about said broadcast; and
- b. sending specific incentives to said viewer based on said information received.

5. (Currently amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to

offer purchasing incentives to viewers, the method comprising:

a. ~~imbedding~~ embedding information about the broadcast along with the broadcast content at regular time periods; and

b. broadcasting said content with said embedded information to a remote viewer of the content.

6. (Currently amended) The method of Claim 5 further comprising:

a. receiving information from said viewer about said broadcast;

b. receiving counter values for the number of time slices viewed by said viewer; and

c. sending specific incentives to said viewer based on said information received and said counter values received.

7. (Currently amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

a. receiving information about a broadcast from a remote viewer of said broadcast; and

b. sending specific incentives to the remote viewer based on said information received.

8. (Currently amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to

offer purchasing incentives to viewers, the method comprising:

- a. receiving information about a broadcast from a remote viewer of said broadcast;
- b. receiving counter values for the number of time slices viewed by the viewer; and
- c. sending specific incentives to the remote viewer based on said information received and said counter values received.

9. (Currently amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:


- a. receiving information about a broadcast from a remote viewer of said broadcast;
- b. searching a database for information about sponsors of the content of said broadcast and the incentives offered by said sponsors;
- c. creating a Web page containing links to all sponsor incentive websites and to specific incentives based on said database information and said information received from said viewer; and
- d. sending said Web page back to said viewer.

10. (Currently amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

- a. receiving information about a broadcast from a remote viewer of said broadcast;
- b. receiving counter values for the number of time slices viewed by said viewer;
- c. searching a database for information about sponsors of the content and the incentives offered by said sponsors;
- d. creating a Web page containing links to all sponsor incentive websites and to specific incentives based on said database information and said information received and said counter values; and
- e. sending said Web page back to said viewer.

If the Examiner has any question, the Examiner is respectfully requested to telephone the undersigned Attorney for Applicant at 408-392-9250.

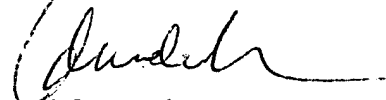
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 2/15/2005

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Date of Signature

Respectfully submitted,



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